

DUTY STATEMENTDuty Statement
Supervisory / Managerial Classifications

State Compensation Insurance Fund

Employee's Name (First, Last)	
Program Corporate Communications	Work Unit Creative Services
Position's Authorized Classification (and Range) Information Officer	Report To Program Manager II
Position Title Content Manager	Position Serial Number ###.###
Incumbent Appointment Classification (and Range)	CBID E48
	FLSA Status <input type="checkbox"/> Covered, Work Week Group 2 <input checked="" type="checkbox"/> Not Covered, Exempt WWG <input checked="" type="checkbox"/> E or <input type="checkbox"/> SE

PURPOSE/SCOPE:

Briefly describe or summarize the position's major functions. Why the position exists? Typically includes the following:

- Intent/Purpose of the position
- Degree of direction/supervision (Under what direction)
- Nature and level of the work

Example: Under direction (*degree of supervision*), perform the full range (*scope*) of varied, sensitive**, and complex** (*level of work*) analytical and consultative work necessary to effectively administer the program's _____ function (*reason for the position*).

** "Sensitive" and "Complex" should be defined

[Under direction of the Vice President of Corporate Communications, the incumbent will have full responsibility for the development, management and strategy execution for content/ communication focused on our culture at State Fund and engagement. As the owner and content creator, develops communication campaigns and works with stakeholders to refine our internal content strategy and determine the appropriate mix of assets including video, written articles, social media assets and high-level thought leadership for higher priority content. As a leader, the incumbent will provide support to colleagues, along with review of their work, and will have the authority to approve content publishing.](#)

[In all aspects of the performance of these duties, the incumbent will:](#)

- [• Establish and maintain effective working relationships and uphold principles of integrity in the workplace](#)
- [• Provide quality customer service in a timely manner and help in the retention of all State Fund customers](#)
- [• Take "ownership" of each customer contact to address needs and endeavor to meet State Fund objectives](#)
- [• Follow the principles of State Fund's Equal Employment Opportunity guidelines](#)
- [• Defend State Fund against fraudulent activities and maintain a safe working environment](#)
- [• Maintain regular and predictable attendance and/or communicate availability during working hours](#)

Supervisor's Statement: I have discussed the duties of the position with the employee		
Supervisor's Name (Print)	Supervisor's Signature	Date
Employee's Statement: I have discussed with my supervisor the duties of the position and have received a copy		
Employee's Name (Print)	Employee's Signature	Date

Duty Statement Origination or Revision Date [December 20, 2022](#)

KEY RESULTS/ESSENTIAL FUNCTIONS: Specifically describe the 3-5 Key Results (or Essential Functions) of the position in order of their importance to achieve the purpose/scope of the position.

Each Key Result/Essential Function description should have statement(s) consisting of

1	2	3
An <u>action verb</u> : What is done? Define or elaborate on common vague words (e.g., "coordinates", "monitors", "assists")	The immediate <u>object</u> of the action	The <u>reason</u> for the action: Why?

In all aspects of performing the following Key Results/Essential Functions the incumbent will

- comply with the Code of Conduct and
- maintain regular and predictable attendance and/or communication availability during working hours.

The statements contained in this duty statement reflect general details as necessary to describe the principal results/functions of this job. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas.

40%

- 1) Develop Internal Content Strategy. Work with senior and executive level stakeholders to refine our internal content strategy and determine the appropriate mix of assets including video, written articles, social media assets and high-level thought leadership for higher priority content.
(This is an essential function of the job.)

- a. Produce an internal communication marketing campaign for the 2023 Culture goal - Driving Connections..
- b. Collaborate with Corporate Communications and Creative Services staff to incorporate the appropriate mix of assets to drive the internal campaign.
- c. Follow and contribute to style guides and structured writing processes.
- d. Build an editorial calendar across various types of content -articles, digital internal publications, video.
- e. Implement storytelling skills and techniques - e.g. immerse audience in the story, influence desired behavior..
- f. Evaluate and Experiment with new content types and platforms.

40%

- 2) Produce Content for our intranet sites/pages. Provide support and indirect oversight of staff, along with review of their work, and will have the authority to approve content publishing.
(This is an essential function of the job.)

- a. Produce cornerstone content - content that is more in depth than a typical article, greater than 2,500 words, and spanning multiple pages.
- b. Produce interactive content - in collaboration with our Graphic Designer, produce interactive content for our intranet sites.
- c. Produce detailed, highly informative content/graphics in collaboration with our graphic designer, or creative agency.
- d. Work with creative services staff or creative agency to produce Video - Produce single camera video productions, which often could be completed with a phone, for our websites and social media channels. Incumbent will script, location scout, work with on camera talent, film, edit, and deliver the final video.
- e. Produce other types of content in order to execute our content strategy as needed.
- f. Ensure content adheres to corporate styles and guidelines and supports strategic initiatives and goals.

20%

- 3) As the lead content creator, collaborate with team members to ensure content developed aligns with corporate branding and enterprise strategies and meets the needs of our stakeholders.
(This is an essential function of the job.)

- a. Review and approve content and content briefs developed to ensure alignment with our internal content

strategy and brand.

b. Provide coaching and support to colleagues, improving their knowledge of writing, content strategy and the quality of their work.

c. Participate in department lead meetings with management.

4)

5)

100%

REQUIRED QUALIFICATIONS/COMPETENCIES (KNOWLEDGE, SKILLS/ABILITIES):

KNOWLEDGE AREAS:

Working knowledge of the State Fund organization, Regional Office and Corporate functions, and business policies and procedures.

Professional writing experience in four main types of writing - Expository, Descriptive, Persuasive, and Narrative.

Proficient knowledge of how to develop effective content strategy.

Working knowledge of project management principles.

Working knowledge of time management techniques to oversee efficient prioritization and completion of work unit tasks for staff and self

Working knowledge of State Fund standard software applications

SKILLS/ABILITIES:

Skill/Ability to research, analyze, and evaluate information to make and support decisions.

Skill/Ability to achieve results according to objectives

Skill/Ability to resolve sensitive issues and problems.

Skill/Ability to effectively work with and relate with other people.

Skill/Ability to design, plan, and implement policies, procedures, and workflow processes.

Skill/Ability to manage multiple projects and tasks.

Skill/Ability to work independently and as a team with co-workers to address and resolve issues.

Skill/Ability to develop, provide, and monitor training.

Skill/Ability to coordinate, facilitate, and make presentations

Skill/Ability to write professional and accurate reports and other communications suitable for distribution to internal and external customers.

WORK ENVIRONMENT:

Physical Requirements

Computer data entry, frequent light lifting, bending, reaching, carrying, and telephone work; mobility to various working areas
Incumbent works in the usual office environment.

****This position is designated under the Conflict of Interest Code. The position is responsible for making or participating in the making of governmental decisions that may potentially have a material effect on personal financial interests. The appointee is required to complete Form 700 within 30 days of appointment and once per year. Failure to comply with the Conflict of Interest Code requirements may void the appointment. ****

Travel

Travel to various work sites and locations to conduct business or for training.

Travel may include, but not be limited to, plane, bus, van, taxi, or car.

Emergency call backs

Emergency call backs may be needed.

Work Hours

Work may also occur outside of normal working hours - early in the morning, late in the evening and/ or for extended periods of time.

Will occasionally involve work in the evenings.